

FOR OFFICE USE ONLY:

Version # \_\_\_\_\_

APP # 700193

#### **A. Statement of Activity or Product**

Launched in 1985 by the US Forest Service, the Tread Lightly! program transitioned into a national nonprofit in 1990. Tread Lightly!'s mission to promote responsible recreation through ethics education and stewardship and its strategic focus on motorized recreation provide solutions to the issue of irresponsible behavior facing OHV recreation.

In 2003, Tread Lightly! created a nationally recognized program called Tread Trainer™. Tread Trainer is a train-the-trainer course designed to produce a cadre of volunteer instructors trained in the responsible use of the environment. The ultimate goal of Tread Trainer is to encourage OHV users to recreate responsibly. The program is a critical mechanism to expand the limited reach and resources of Tread Lightly!. Since 2003, trainers have reported more than 14,000 direct contacts in California with recreationist. The potential to grow this number is significant.

Because California represents the largest population of OHV users in the nation, Tread Lightly! has identified the state as an area of focus for the 2009/2010 Tread Trainer program. In this its sixth year of operation our objective is a continuation of previous efforts, with a focus on expanding the program throughout California. With the assistance of this grant, we will communicate outdoor ethics to individuals and groups across the state through event participation, media, a multitude of training opportunities, and targeted outreach to key recreation stakeholders. A portion of the funds from this grant will be used to hold a minimum of 5 Master Trainer and 10 Tread Trainer classes throughout the state.

Scheduling trainings in manner to maximize enrollment will be priority number one. Upon releasing the course calendar a strategic marketing effort would follow with the goal of filling every seat in every class. A press release announcing Tread Lightly!'s focused efforts in California including the 2009/2010 course calendar would be released to state, local and enthusiast media. Tread Lightly!! will utilize its membership of corporate partners, land managers, enthusiast clubs, individuals and friends located in California as well as media partners, social networking sites, blogs and forums to promote each courses and drive enrollment. Local press would also be contacted to help promote regional courses through Tread Lightly!'s Tread Trainer PSA and editorial coverage.

The Master Trainer course is a two-day course designed to provide an in depth look at outdoor ethics focusing on motorized and mechanized recreation. Participants will work with Tread Lightly! staff on understanding the role outdoor ethics play in the OHV community, learn the principles of responsible recreation, develop an action plan for outreach in their community, and be provided with the tools to facilitate a variety of learning opportunities including training Tread Trainers through an 8 hour course. To maintain certification, Master Tread Trainers must teach at least 1 Tread Trainer course every two years and provide additional Tread Lightly! presentations as needed.

The Tread Trainer course is an 8 hour course designed to provide a crash course on outdoor ethics focusing on motorized and mechanized recreation. Participants will work with Master Trainers or Tread Lightly! staff on understanding the role outdoor ethics play in the recreation community, learn the principles of responsible recreation, and are provided with the tools to conduct workshops and coordinate community outreach. Tread Trainers can then spread the message of ethical and responsible recreation to stakeholders including, state resource managers, club representatives, certified safety instructors of ATV's, off-highway motorcycles, etc., and other conservation organizations. To remain active Tread Trainers are required to provide one Tread Lightly! presentation or promotion a year at community events, schools or other venues.

A prerequisite for all Tread Lightly! Master or Tread Trainer course participation is completion of Tread Lightly!'s Online Awareness course. this courses introduces Tread Lightly! the organization and the ethic and includes scenarios that teach how to apply Tread Lightly!'s principles.

An additional 2009/2010 goal for California, is to re-engage the 92 existing trainers currently residing in California. We will achieve this through marketing, outreach and a steady supply of materials. A portion of the funds from this grant will provide trainers with tools such as banners, displays, educational toolkits. Trainers will also have access to an inventory of Tread Lightly!'s tips and guidebooks for responsible off highway vehicle recreation, coloring books and other tools to help teach responsibilities on the trail. The tools will support volunteer trainers in providing Tread Lightly! awareness courses and promotions to audiences of OHV enthusiast..

## **B. Relation of Proposed Project to OHV Recreation**

According to the OHMVR Divisions Draft Strategic Plan, rapid growth in OHV recreation has led to a large segment of enthusiasts who have not been fully educated on appropriate operation of motorized vehicles in a natural setting. Once these new participants understand the appropriate ways to recreate in off-highway settings, they can take part in, and fully appreciate, OHV recreation in all areas of the state.

With the large interest in OHV recreation, providing an effective statewide educational curriculum is essential. A statewide education campaign would ensure participants know how to recreate responsibly. In the past, the OHMVR Division has supported and funded a number of educational efforts across the State through the SVRAs and through the grants program. With the support of OHV grant funds, Tread Lightly! plans on adapting their existing Tread Trainer program for the specific needs of California and implementing a coordinated, statewide, comprehensive education campaign.

Tread Lightly! has researched, developed, implemented and tested a program that will provide training on responsible usage and respect for the environment. We plan to adapt this program to California's specific issues and present this message to those who are in need of education. With the addition of public relations and marketing opportunities, this program will professionally train large segments of OHV enthusiasts and create awareness among the community.

While OHV owners utilize numerous types of vehicles, all have the common need of understanding ethics and land stewardship. The Tread Trainer program focuses its subject matter on the broad topics of responsible recreation and is not vehicle specific. Its message is designed to create awareness among all enthusiasts, such as ATV, Motorcycle, 4x4, RUV, Dune Buggy and Snowmobile users.

Tread Lightly!, with the assistance of likeminded partners, is creating opportunities to protect our natural resources by promoting a diverse assortment of training opportunities. Part of the Tread Trainer program encourages both trainers and the public to participate and promote the ATV Safety Institute and Motorcycle Industry Council safety training. Additionally, some of Tread Lightly!'s partners are the Federal Highway Administration, Source Link Media, Affinity, Kawasaki, Nissan, Polaris, Goodyear, Jeep, Toyota, Yamaha, Suzuki, and Land Rover. Tread Lightly! and these organizations have had a long term relationship and recognize that education is a necessary component in the preservation of OHV opportunities.

With proper understanding and education, behaviors can change which will minimize issues of conflict and environmental degradation ensuring future OHV recreational opportunities. Through education, outdoor ethics can become second nature. The Tread Trainer program is a critical mechanism to expand the limited reach and resources of the OHV community.

The Tread Trainer program will accomplish this by helping OHV enthusiasts understand their impact on the environment and others, as well as their responsibility to conserve the outdoors for future generations. Therefore the overall program objective is to affect a greater level of positive recreation behaviors among outdoor enthusiasts, by creating a mechanism to disseminate the responsible usage message through a structured education program.

## **C. Identification of Needs**

According to statistics from federal land management agencies, visitors to public lands have increased 10 percent every year since the late 1960's. In our National Parks alone, the number of visitors, foreign and domestic, swelled from 169 million in 1973 to 273 million in 1993, an increase of almost 62 percent in just twenty years. The resources available are bulging to handle these higher capacities, which in turn leads to more restrictive legislation, often times decreasing the acreage available and increasing conflicts among varying recreational groups/communities.

According to information from the Motorcycle Industry Council, vehicle sales for ATV's and Off-Highway Motorcycles reached close to 1 million vehicles sold in 2001. According to Automotive News, in 2001, light trucks also out sold cars. With vehicle sales on the rise, the trend for increased recreation looks probable. In 2009, many of the above issues remain critical in California as well as the nation.

The problem is then compounded by a lack of knowledge enthusiasts have regarding how to behave and minimize impacts. According to a Roper Survey on Environmental Attitudes and Behavior, 95 percent of adult Americans support

environmental education being taught in schools. Yet, the survey disclosed that clearly, at this time when Americans show the greatest concern for environmental issues, they are not equipped with the knowledge to deal with those issues.

As recreational activities of every dimension increase, the pressure on managing agencies is magnified. Conflict and environmental degradation continue to drive closures of recreation areas. This has the potential to drastically effect consumer buying trends regarding recreational products and products marketed with outdoor recreation themes.

In 2002, Tread Lightly! conducted a Needs Assessment Survey to determine the need for a training program focused on responsible usage principles. Surveys were sent to federal agency representatives, ATV Safety Institute (ASI) Chief Instructors, Alliance organizations, and enthusiast groups within the general Tread Lightly! membership. Almost half the respondents said they needed or required assistance in understanding responsible usage and respect for the environment, and 72 percent of respondents felt that increased awareness of these principals would be useful to them in their work.

The respondents indicated there was a need and desire for a program to educate trainers. Most felt that the Tread Lightly! message complemented their own organization or program and that hands-on training with a trainer coming to their area would be most helpful. Elements they indicated that should be included in the Tread Trainer program were: trail etiquette, safety, general ways to minimize impacts, overview of Tread Lightly! principles, and outdoor ethics focused on off-highway vehicle use. They also indicated that a video, lesson plans, and PowerPoint presentation would be the best materials for training. The Tread Trainer program was developed based on these needs.

#### **D. Location of Training Services**

Based on geography and selected demographics, Tread Lightly! has divided California into five Regions:

Northern California – Redding Area

Northern California – Bay Area

Central California – Central Valley Area

Southern California – Los Angeles Area

Southern California – San Diego Area

Dependent upon the availability of grant funding, it is our intent to hold at least one Master Tread Trainer class and two Tread Trainer classes in each of the five regions in 2009. Locations have not yet been identified but will be coordinated with trainer, audience and facilities schedules.

Whenever possible, we will utilize no cost/reduced cost facilities but have planned and budgeted for the worst case which is that all facilities will have a cost.

In addition, this project is not limited to the Tread Trainer training classes but will also provide Awareness courses upon request. When needed and subject to available funding, Tread Lightly! will provide statewide support of volunteer trainers at events and Awareness courses

Even though this project focuses training in five specific regions of California, the scope of the project is not limited to those areas in proximity to these localities. The design of the Tread Trainer program is to nurture propagation of information and through the concept of “train the trainer”, and the concept of “from one to many”; there is high probability that information will be disseminated statewide.

For example, in 2009, our objective is to hold 5 Master Tread Trainer classes to 10 individuals each and 11 Tread Trainer classes to 25 individuals each. If accomplished, we will have 325 certified trainers, each expected to hold a minimum of one class of 25 students within the first year. This totals 8,125 individuals trained on the ethic of responsible usage and respect for the environment. These individuals will return to their specific areas of interest to share the Tread Lightly! ethic and the skills that they have learned.

#### **E. OHV Safety, Environmental Responsibility, and Respect Private Property**

Tread Lightly! provides three distinct courses to train trainers and or teach the Tread Lightly! principles to the general

public. The five core principals of Tread Lightly! are:

1. Travel responsibly.
2. Respect the rights of others.
3. Education yourself.
4. Avoid sensitive areas.
5. Do your part.

Course Descriptions are provided below.

- Master Tread Trainer Course

Tread Lightly!'s Master Tread Trainer course is a two-day course designed to provide an in depth look at outdoor ethics focusing on motorized and mechanized recreation. Master Tread Trainers are provided the tools to facilitate a variety of learning opportunities including training Tread Trainers through an 8 hour course. Participants will work with Tread Lightly! staff on understanding the role outdoor ethics play in the recreation community, learn the Tread Lightly! principles of responsible recreation, develop an action plan for outreach in their community.

The key to a successful workshop is to have participants that are familiar with Tread Lightly!, involved in community outreach, recreational training programs, or natural resource management and are interested in developing a high awareness and competency in outdoor ethics. Participants should have some background in outdoor education or presentation skills and be well grounded in the Tread Lightly! principles. The Master Trainer course is an intensive two-day workshop that requires participants to complete pre-course assignments, develop and present assigned components of the Tread Trainer course and actively participate throughout the course.

- Tread Trainer Course

Tread Lightly!'s Tread Trainer course is an eight hour class designed to provide a "crash course" on outdoor ethics focusing on motorized and mechanize. Participation in the course qualifies individuals to present the message of responsible recreation and respect for the environment to others in their state or region. Participants will work with Master Trainers or Tread Lightly! staff on understanding the role outdoor ethics play in the recreation community, learn the principles of responsible recreation, and be provided with the tools to conduct workshops and coordinate community outreach.

The Tread Trainer course is designed to help volunteers promote the message of responsible recreation where lands are protected, safety is a top priority, and everyone enjoys the experience of being outdoors. The course centered on land based recreation focuses on the Tread Lightly! principles designed to minimize impacts on roads, trails and the wildlands they access. The course discusses different communication strategies to spread the message in situations from one-on-one trail meetings to presentations and promotions at events.

- Tread Lightly! Awareness Course

The Tread Lightly! Awareness Course ranges anywhere from one to several hours and is designed to meet the needs of a specific audience or address specific issue related to outdoor ethics and recreation. Both Master Trainers and Tread Trainers are equipped with the skills to provide this programming. Courses range from an ethics component in an OHV safety course, to school programs and presentations to clubs and organizations.

- Tread Lightly! Promotions

Typically a Tread Lightly! promotion employs a booth or display at a variety of events from OHV rallies and rides, to expos or conferences. Trainers provide information on Tread Lightly! and issues facing recreation where good responsible decision making is necessary.

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**1 Optional Project-Specific Application Documents**

Attachments:

[Tread Trainer Course](#)

[Tread Trainer Course](#)

**2 Optional Project-specific Maps**

Project Cost Estimate for Grants and Cooperative Agreements Program - 2008/2009  
 Agency: Tread Lightly!, Inc.  
 Application: Education & Safety - Tread Trainer

6/2/2009

FOR OFFICE USE ONLY:		Version # _____	APP # _____
<b>APPLICANT NAME :</b>	Tread Lightly!, Inc.		
<b>PROJECT TITLE :</b>	Education & Safety - Tread Trainer	<b>PROJECT NUMBER (Division use only) :</b>	
<b>PROJECT TYPE :</b>	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"><input type="checkbox"/> Acquisition</div> <div style="width: 50%;"><input type="checkbox"/> Development</div> <div style="width: 50%;"><input checked="" type="checkbox"/> Education &amp; Safety</div> <div style="width: 50%;"><input type="checkbox"/> Ground Operations</div> <div style="width: 50%;"><input type="checkbox"/> Law Enforcement</div> <div style="width: 50%;"><input type="checkbox"/> Planning</div> <div style="width: 50%;"><input type="checkbox"/> Restoration</div> </div>		
<b>PROJECT DESCRIPTION :</b>	<p>Launched in 1985 by the US Forest Service, the Tread Lightly! program transitioned into a national nonprofit in 1990. Tread Lightly!'s mission to promote responsible recreation through ethics education and stewardship and its strategic focus on motorized recreation provide solutions to the issue of irresponsible behavior facing OHV recreation.</p> <p>In 2003, Tread Lightly! created a nationally recognized program called Tread Trainer™. Tread Trainer is a train-the-trainer course designed to produce a cadre of volunteer instructors trained in the responsible use of the environment. The ultimate goal of Tread Trainer is to encourage OHV users to recreate responsibly. The program is a critical mechanism to expand the limited reach and resources of Tread Lightly!. Since 2003, trainers have reported more than 14,000 direct contacts in California with recreationist. The potential to grow this number is significant.</p> <p>Because California represents the largest population of OHV users in the nation, Tread Lightly! has identified the state as an area of focus for the 2009/2010 Tread Trainer program. In this its sixth year of operation our objective is a continuation of previous efforts, with a focus on expanding the program throughout California. With the assistance of this grant, we will communicate outdoor ethics to individuals and groups across the state through event participation, media, a multitude of training opportunities, and targeted outreach to key recreation stakeholders. A portion of the funds from this grant will be used to hold a minimum of 5 Master Trainer and 10 Tread Trainer classes throughout the state.</p> <p>Scheduling trainings in manner to maximize enrollment will be priority number one. Upon releasing the course calender a strategic marketing effort would follow with the goal of filling every seat in every class. A press release announcing Tread Lightly!'s focused efforts in California including the 2009/2010 course calender would be released to state, local and enthusiast media. Tread Lightly!! will utilize its membership of corporate partners, land managers, enthusiast clubs, individuals and friends located in California as well as media partners, social networking sites, blogs and forums to promote each courses and drive enrollment. Local press would also be contacted to help promote regional courses through Tread Lightly!'s Tread Trainer PSA and editorial coverage.</p> <p>The Master Trainer course is a two-day course designed to provide an in depth look at outdoor ethics focusing on motorized and mechanized recreation. Participants will work with Tread Lightly! staff on understanding the role outdoor ethics play in the OHV community, learn the principles of responsible recreation, develop an action plan for outreach in their community, and be provided with the tools to facilitate a variety of learning opportunities including training Tread Trainers through an 8 hour course. To maintain certification, Master Tread Trainers must teach at least 1 Tread Trainer course every two years and provide additional Tread Lightly! presentations as needed.</p> <p>The Tread Trainer course is an 8 hour course designed to provide a crash course on outdoor ethics focusing on motorized and mechanized recreation. Participants will work with Master Trainers or Tread Lightly! staff on understanding the role outdoor ethics play in the recreation community, learn the principles of responsible recreation, and are provided with the tools to conduct workshops and coordinate community outreach. Tread Trainers can then spread the message of ethical and responsible recreation to stakeholders including, state resource managers, club representatives, certified safety instructors of ATV's, off-highway motorcycles, etc., and other conservation organizations. To remain active Tread Trainers are required to provide one Tread Lightly! presentation or promotion a year at community events, schools or other venues.</p> <p>A prerequisite for all Tread Lightly! Master or Tread Trainer course participation is completion of Tread Lightly!'s Online Awareness course. this courses</p>		

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	<p>introduces Tread Lightly! the organization and the ethic and includes scenarios that teach how to apply Tread Lightly!'s principles.</p> <p>An additional 2009/2010 goal for California, is to re-engage the 92 existing trainers currently residing in California. We will achieve this through marketing, outreach and a steady supply of materials. A portion of the funds from this grant will provide trainers with tools such as banners, displays, educational toolkits. Trainers will also have access to an inventory of Tread Lightly!'s tips and guidebooks for responsible off highway vehicle recreation, coloring books and other tools to help teach responsibilities on the trail. The tools will support volunteer trainers in providing Tread Lightly! awareness courses and promotions to audiences of OHV enthusiasts..</p>
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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
<b>DIRECT EXPENSES</b>							
<b>Program Expenses</b>							
<b>1</b>	<b>Staff</b>						
	Other-Program Manager Notes : Tread Lightly! will utilize existing staff for program management.	400.000	50.000	HRS	0.00	20,000.00	20,000.00
	Other-Education and Training Manager Notes : Tread Lightly! anticipates that materials will need to be modified and customized to meet the specific issues of the California curriculum. Tread Lightly! also actively updates program materials and grows resources to meet the needs of its volunteer trainers. This service will be performed by existing staff and resources.	200.000	50.000	HRS	0.00	10,000.00	10,000.00
	<b>Total for Staff</b>				0.00	30,000.00	30,000.00
<b>2</b>	<b>Contracts</b>						
	Other-California Coordinator Notes : Tread Lightly! anticipates using a contractor to coordinate Tread Trainer activities throughout California.	800.000	50.000	HRS	40,000.00	0.00	40,000.00
	Other-Marketing and Public Relations Notes : Tread Lightly! anticipates using a contractor to coordinate marketing and public relations activities associated with the Tread Trainer program throughout California.	150.000	75.000	HRS	11,250.00	0.00	11,250.00

Project Cost Estimate for Grants and Cooperative Agreements Program - 2008/2009  
Agency: Tread Lightly!, Inc.  
Application: Education & Safety - Tread Trainer

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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
	Other-Facilitator Master Trainer Course Notes : Tread Lightly! anticipates five Master Trainer classes throughout California, each class requires two instructors for two days and a total 20 of trainer days. Compensation is based upon \$1500per class, per trainer.	10.000	1500.000	EA	13,500.00	1,500.00	15,000.00
	Other-Facilitator Tread Trainer Course ( Notes : Tread Lightly! anticipates eleven Tread Trainer classes throughout California, each class requires two instructors for one days and a total 22 of trainer days. Compensation is based upon \$1000per class, per trainer.	20.000	1000.000	EA	20,000.00	0.00	20,000.00
	Other-Web Site Maintenance Notes : Tread Lightly! utilized a web development company to post initial notice and will require periodic mainenance for project updates.	20.000	100.000	HRS	0.00	2,000.00	2,000.00
	<b>Total for Contracts</b>				84,750.00	3,500.00	88,250.00
<b>3</b>	<b>Materials / Supplies</b>						
	Other-Education Toolkits Notes : Toolkits include educational activity outlines and props and other support materials to present activities.	5.000	500.000	EA	2,500.00	0.00	2,500.00
	Other-Course Curriculum Manuals	400.000	30.000	EA	12,000.00	0.00	12,000.00
	Other-Course Support Materials Notes : Tread Lightly! provides other materials such as DVD's PowerPoint presentations and educational hangtags to trainers. Some of the funding from for these will be provided by Tread Lightly! through a course registration fee of \$25 and/or from Tread Lightly!'s grant funds Federal Highway Administration which provides scholarships for courses.	400.000	30.000	EA	3,000.00	9,000.00	12,000.00
	Brochures	30000.00	0.250	EA	0.00	7,500.00	7,500.00



Project Cost Estimate for Grants and Cooperative Agreements Program - 2008/2009  
Agency: Tread Lightly!, Inc.  
Application: Education & Safety - Tread Trainer

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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
	Notes : Tread Lightly! tips for Responsible Recreation series includes tips on Four Wheeling, ATVs, UTVs, Dirt Bikes, Sand Duning, Hunting with OHVs, and Snowmobiles.	0					
	Other-Guidebooks Notes : Tread Lightly! Guidebook series provides detailed information on minimum impact Four Wheeling, ATV, Dirt Bike, Sand Duning, and Snowmobiling	5000.000	0.500	EA	0.00	2,500.00	2,500.00
	Other-Activity/Coloring Books Notes : Tread Lightly!'s activity/coloring books provide youth important information on responsible OHV recreation.	1750.000	0.600	EA	1,050.00	0.00	1,050.00
	Other-Tread Lightly! Banner	15.000	70.000	EA	1,050.00	0.00	1,050.00
	Other-Tread Lightly! Display Notes : Great for Tread Lightly! promotions at events such is OHV expos or educational programming.	5.000	600.000	EA	3,000.00	0.00	3,000.00
	Other-Presentations Materials Notes : Tread Lightly is budgeting \$1000 for miscellaneous equipment associated with class room presentations.	1.000	1000.000		0.00	1,000.00	1,000.00
	<b>Total for Materials / Supplies</b>				22,600.00	20,000.00	42,600.00
<b>4</b>	<b>Equipment Use Expenses</b>						
<b>5</b>	<b>Equipment Purchases</b>						
<b>6</b>	<b>Others</b>						
	Other-Travel Notes : Tread Lightly! is budgeting \$500 per trainer per class. We anticipate 16 classes with 2 trainers each. But have discounted the units because we assume that at least one class will be in proximate to the trainers' residences.	30.000	500.000	EA	15,000.00	0.00	15,000.00
	Other-Shipping	75.000	100.000	EA	7,500.00	0.00	7,500.00

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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
	Notes : Tread Lightly is budgeting for multiple shipments of materials throughout the state to supply Trainers and Students with materials.						
	Other-Facility Cost Notes : Tread Lightly! will use adequate training facilities throughout California. While we hope that some will be little or no cost, we have to anticipate for market price.	14.000	1000.000	EA	14,000.00	0.00	14,000.00
	<b>Total for Others</b>				36,500.00	0.00	36,500.00
<b>7</b>	<b>Administrative Costs</b>						
	Administrative Costs-Administrative Cost	1.000	15500.000	EA	15,500.00	0.00	15,500.00
	<b>Total Program Expenses</b>				159,350.00	53,500.00	212,850.00
	<b>TOTAL DIRECT EXPENSES</b>				159,350.00	53,500.00	212,850.00
	<b>TOTAL EXPENDITURES</b>				<b>159,350.00</b>	<b>53,500.00</b>	<b>212,850.00</b>

Project Cost Summary for Grants and Cooperative Agreements Program - 2008/2009  
 Agency: Tread Lightly!, Inc.  
 Application: Education & Safety - Tread Trainer

6/2/2009

	Line Item	Grant Request	Match	Total	Narrative
<b>DIRECT EXPENSES</b>					
<b>Program Expenses</b>					
1	Staff	0.00	30,000.00	30,000.00	Tread Lightly! anticipates the all of the staffing costs will be or have been covered by matching funds either from Tread Lightly! or other sources and will not be included as a part of the grant request.
2	Contracts	84,750.00	3,500.00	88,250.00	Tread Lightly! considered utilizing staff for the California Tread Trainer program but after a cost analysis, it was decided that utilizing contractors would be more cost effective.
3	Materials / Supplies	22,600.00	20,000.00	42,600.00	All supplies are related to the Tread Trainer program and are listed at cost.
4	Equipment Use Expenses	0.00	0.00	0.00	
5	Equipment Purchases	0.00	0.00	0.00	
6	Others	36,500.00	0.00	36,500.00	
7	Administrative Costs	15,500.00	0.00	15,500.00	
<b>Total Program Expenses</b>		159,350.00	53,500.00	212,850.00	
<b>TOTAL DIRECT EXPENSES</b>		159,350.00	53,500.00	212,850.00	
<b>TOTAL EXPENDITURES</b>		<b>159,350.00</b>	<b>53,500.00</b>	<b>212,850.00</b>	

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**ITEM 1 and ITEM 2**

**ITEM 1**

- a. ITEM 1 - Has a CEQA Notice of Determination (NOD) been filed for the Project? ☐ Yes ☒ No  
(Please select Yes or No)

**ITEM 2**

- b. ITEM 2 - Are the proposed activities a "Project" under CEQA Guidelines Section 15378? ☐ Yes ☒ No  
(Please select Yes or No)
- c. The Application is requesting funds solely for personnel and support to enforce OHV laws and ensure public safety. These activities would not cause any physical impacts on the environment and are thus not a "Project" under CEQA. (Please select Yes or No) ☐ Yes ☒ No
- d. Other. Explain why proposed activities would not cause any physical impacts on the environment and are thus not a "Project" under CEQA. DO NOT complete ITEMS 3 – 9

The Tread Trainer Program is an educational outreach program. Courses will be conducted in classrooms or at events and don't require on the ground activities.

**ITEM 3 - Impact of this Project on Wetlands**

**ITEM 4 - Cumulative Impacts of this Project**

**ITEM 5 - Soil Impacts**

**ITEM 6 - Damage to Scenic Resources**

**ITEM 7 - Hazardous Materials**

Is the proposed Project Area located on a site included on any list compiled pursuant to Section 65962.5 of the California Government Code (hazardous materials)? (Please select Yes or No) ☐ Yes ☒ No

If YES, describe the location of the hazard relative to the Project site, the level of hazard and the measures to be taken to minimize or avoid the hazards.

**ITEM 8 - Potential for Adverse Impacts to Historical or Cultural Resources**

Would the proposed Project have potential for any substantial adverse impacts to historical or cultural resources? (Please select Yes or No) ☐ Yes ☒ No

If YES, describe the potential impacts and for any substantially adverse changes in the significance of historical or cultural resources and measures to be taken to minimize or avoid the impacts.

**ITEM 9 - Indirect Significant Impacts**

**CEQA/NEPA Attachment**

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**1. Evaluation Criteria - Q 1.**

The Applicant is applying for the following type of Project: (Check the one most appropriate.) (Please select one from list)

- ☒ Education – Applicants shall only respond to items 1, 2, 4, 5, 6, 7, 8, 9, 10 and 11  
☐ Safety – Applicants shall only respond to items 1, 2, 4, 5, 6, 12, 13, 14, and 15

1. As calculated on the Project Cost Estimate, the percentage of the cost of the Project covered by the Applicant is 0

(Check the one most appropriate) (Please select one from list)

- ☐ 76% or more (10 points) ☐ 51% - 75% (5 points)  
☐ 26% - 50% (3 points) ☒ 25% (Match minimum) (No points)

**2. Evaluation Criteria - Q 2.**

2. For Applicant's OHV Grant Projects which reached the end of the Project performance period within the last two years, the percentage of all deliverables accomplished 2

(Check the one most appropriate) (Please select one from list)

- ☐ 100% of Deliverable accomplished (5 points)  
☐ 75% to 99% of Deliverables accomplished (3 points)  
☐ Less than 75% of Deliverables accomplished (No points)  
☒ First time Applicants and past Applicants with no active Grant projects within the last two years (2 points)

**3. Evaluation Criteria - Q 3. (FOR DIVISION USE ONLY)**

3. Previous Year Performance 2

(FOR DIVISION USE ONLY) (Check the one most appropriate) (Please select one from list)

- ☐ In the previous year the Applicant has been responsive and communicated effectively with the assigned OHMVR Grant Administrator by phone, email or personal visit (3 points)  
☒ First time Applicants and past Applicants with no active Grant projects within the last two years (2 points)  
☐ In the previous year the Applicant has not been responsive (No points)

**4. Evaluation Criteria - Q 4.**

4. The Project will utilize partnerships to successfully accomplish the Project. The number of partner organizations that will participate in the Project are 4

(Check the one most appropriate.) (Please select one from list)

- ☒ 4 or more (4 points) ☐ 2 to 3 (2 points)  
☐ 1 (1 point) ☐ None (No points)

List partner organization(s)

ATV Safety Institute, Motorcycle Industry Council, Federal Highway Administration, Source Link Media, Affinity, Kawasaki, Nissan, Polaris, Goodyear, Jeep, Toyota, Yamaha, Suzuki, and Land Rover

**5. Evaluation Criteria - Q 5.**

5. The Project addresses the following types of OHV Recreation 6

(Check all that apply.) Scoring: 1 point each (Please select applicable values)

- ☒ ATV ☒ 4X4

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> M.C.   | <input checked="" type="checkbox"/> Recreation Utility Vehicle (RUV) |
| <input checked="" type="checkbox"/> Snowmobile   | <input checked="" type="checkbox"/> Dune buggy, rail                 |
| <input checked="" type="checkbox"/> Other (Specify) [Hunters with an OHV. (This is a unique audience who sees themselves as hunters )] |  |

**6. Evaluation Criteria - Q 6.**

6. The Project was developed with public input employing the following 2

(Check all that apply) Scoring: 1 point each, up to a maximum of 2 points (Please select applicable values)

- ☒ Meeting(s) with the general public to discuss Project (1 point)  
☒ Conference call(s) with interested parties (1 point)  
☒ Meeting(s) with stakeholders (1 point)

Explain each statement that was checked

Tread Lightly! conducted a Needs Assessment Survey to determine the need for a training program focused on responsible recreation and environmental useage principles. Surveys were sent to federal agency representatives, ATV Safety Institute (ASI) Chief Instructors, Alliance organizations, and enthusiast groups within the general Tread Lightly! membership. In an effort to obtain responses, Tread Lightly! followed with a series of telephone calls, conference calls and meetings. Almost half the respondents said they needed or required assistance in understanding the Tread Lightly! Program, and 72 percent of respondents felt that a Tread Lightly! component would be useful to them in their work.

**7. Evaluation Criteria - Q 7. (Education Project ONLY)**

7. The Project incorporates the following, clearly identifiable and/or measurable, elements 10

(Check all that apply) (Please select applicable values)

- ☒ Process of researching issues and audience (2 points)  
☒ Objectives (2 points)  
☒ Testing process to ensure actions are effective (2 points)  
☒ Plan to implement the Project (2 points)  
☒ Evaluation and feedback of the process (2 points)

**8. Evaluation Criteria - Q 8. (Education Project ONLY)**

8. Total number of points of contact the Project is anticipated to reach 3

(Check the one most appropriate.) (Please select one from list)

- |  |   |
|--|---|
| <input type="radio"/> Greater than 10,000 (4 points) | <input checked="" type="radio"/> 1,000 to 10,000 (3 points) |
| <input type="radio"/> 100 to 1,000 (2 points)        | <input type="radio"/> 20 to 100 (1 point)                   |
| <input type="radio"/> 0 to 20 (No points)            |   |

**9. Evaluation Criteria - Q 9. (Education Project ONLY)**

9. Total time a participant will have exposure to the Project's message or training 4

(Check the one item of highest point value that applies.) (Please select one from list)

- ☒ Greater than 2 hours (4 points)  
☐ 1 hour to 2 hours (3 points)  
☐ 5 minutes to less than 1 hour (2 points)  
☐ 1 minute to less than 5 minutes (A Project for maps will fall under this category) (1 point)  
☐ Less than 1 minute (No points)

**10. Evaluation Criteria - Q 10. (Education Project ONLY)**

10. The Project will utilize the following methods of education 14

(Check all that apply) Scoring: 2 point each up to a maximum of 14 points (Please select applicable values)

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Hands on training      | <input checked="" type="checkbox"/> Tool kits |
| <input checked="" type="checkbox"/> Handouts               | <input checked="" type="checkbox"/> Events    |
| <input checked="" type="checkbox"/> Internet messaging/CDs | <input checked="" type="checkbox"/> Signage   |
| <input checked="" type="checkbox"/> Advertising            | <input type="checkbox"/> Radio/TV             |
| <input checked="" type="checkbox"/> Community involvement  | <input type="checkbox"/> Other (Specify)      |
| <input checked="" type="checkbox"/> Public relations/media |   |

**11. Evaluation Criteria - Q 11. (Education Project ONLY)**

11. The Project provides direct support for delivery of ATV Safety Institute and/or Motorcycle Safety Foundation training 2

(Check the one most appropriate.) (Please select one from list)

- ☐ No (No points) ☒ Yes (2 points)

**12. Evaluation Criteria - Q 12. & 13. (Safety Project ONLY)**

12. The Project will utilize personnel trained to the following level

(Check the one most appropriate.) (Please select one from list)

- ☐ Emergency Medical Technician level, or higher (5 points) ☐ First Responder level (2 points)
- ☐ First Aid and CPR (1 points) ☐ No training (No points)

13. The Project will provide search and rescue as follows

(Check the one most appropriate) (Please select one from list)

- ☐ 24 hours, 7 days per week (5 points) ☐ Less than 24 hours, 7 days per week (4 points)
- ☐ Less than 24 hours, less than 7 days per week (2 points) ☐ On special occasions/events only (No points)

**13. Evaluation Criteria - Q 14. (Safety Project ONLY)**

14. The Project will have the majority of personnel trained in the following areas

(Check all that apply) Scoring: 2 points each up to a maximum of 16 points (Please select applicable values)

- |   |   |
|---|---|
| <input type="checkbox"/> Radio communication          | <input type="checkbox"/> Tracking skills          |
| <input type="checkbox"/> Avalanche rescue             | <input type="checkbox"/> Navigation training      |
| <input type="checkbox"/> Swift water rescue           | <input type="checkbox"/> ATV certification        |
| <input type="checkbox"/> Dog handling                 | <input type="checkbox"/> Motorcycle certification |
| <input type="checkbox"/> Rope skills                  | <input type="checkbox"/> 4 x 4/Off-Road training  |
| <input type="checkbox"/> Wilderness search and rescue | <input type="checkbox"/> Other (Specify)          |

**14. Evaluation Criteria - Q 15. (Safety Project ONLY)**

15. The Project will have resources that are equipped and trained for rescue in the following environmental conditions\*

(Check all that apply) (Please select applicable values)

- ☐ Type 1 – Extreme Condition (including but not limited to): Altitude (generally 7000 feet+) or Snow, Ice, Desert, Heat, Heavy ground cover, Steep difficult terrain. (2 points)
- ☐ Type 2 – Rugged Terrain. Rugged conditions, Altitude (generally under 7000 feet), Heat, Cold concerns, Moderate to heavy ground cover. (2 points)

- ☐ Type 3 – Moderate/Gentle Terrain. Gently rolling terrain, Open spaces, Maintained trailheads, and Agricultural areas. (2 points)
- ☐ Type 4 – Urban. High traffic, Urban office complexes, man-made surfaces, Public interaction and Park trails. (2 points)

**\* From the Governor's Office of Emergency Services – Mutual Aid Guidelines, Search and Rescue, Off-Highway Vehicles**